



# *Introduction to Customer Experience Mapping*

# IE CUSTOMERS = USER EXPERIENCE CHALLENGES



How the customer explained it



How the project leader understood it



How the analyst designed it



How the programmer wrote it



What the beta testers received



How the business consultant described it



How the project was documented



What operations installed



How the customer was billed



How it was supported



What marketing advertised



What the customer really needed

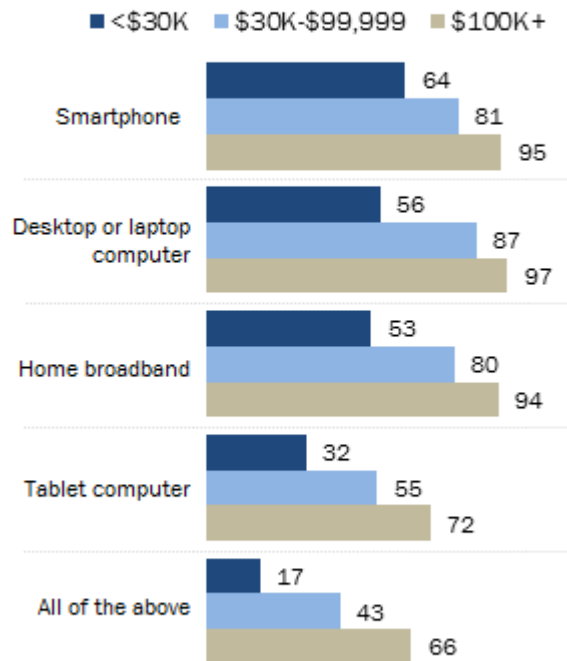
# WHO IS THE CUSTOMER?

- Determine Segment
  - Geography (e.g., urban)
  - Demographic (e.g., family)
  - Behavioral (e.g., focused on bill payment)
  - Psychographic (e.g., unbanked)
- Do primary and secondary research on this segment
- Create a customer profile from a real user
- Interview at least 5 of this type of customer
  - Where they are likely to experience your product or service
  - User interviews elicit wants and needs
  - Painkillers and vitamins
- Create additional profiles as needed

# LOW INCOME DIGITAL ADOPTION

## Lower-income Americans continue to lag behind in technology adoption

*% of U.S. adults who have the following ...*

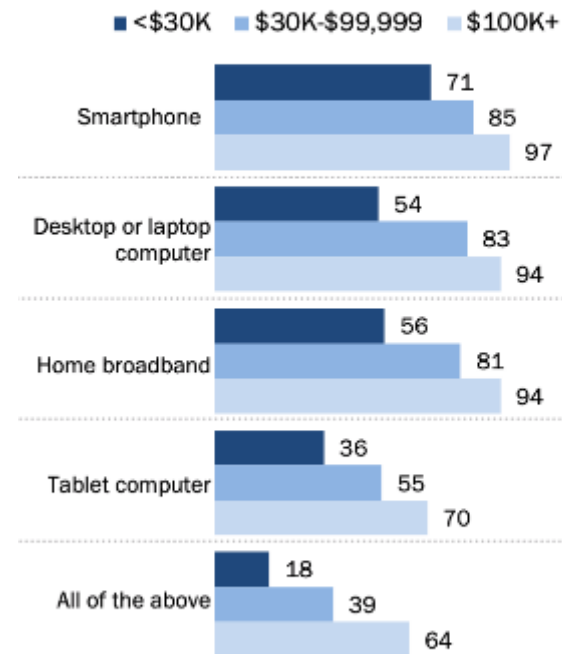


Source: Survey conducted Sept. 29-Nov. 6, 2016.

PEW RESEARCH CENTER

## Lower-income Americans have lower levels of technology adoption

*% of U.S. adults who say they have the following ...*



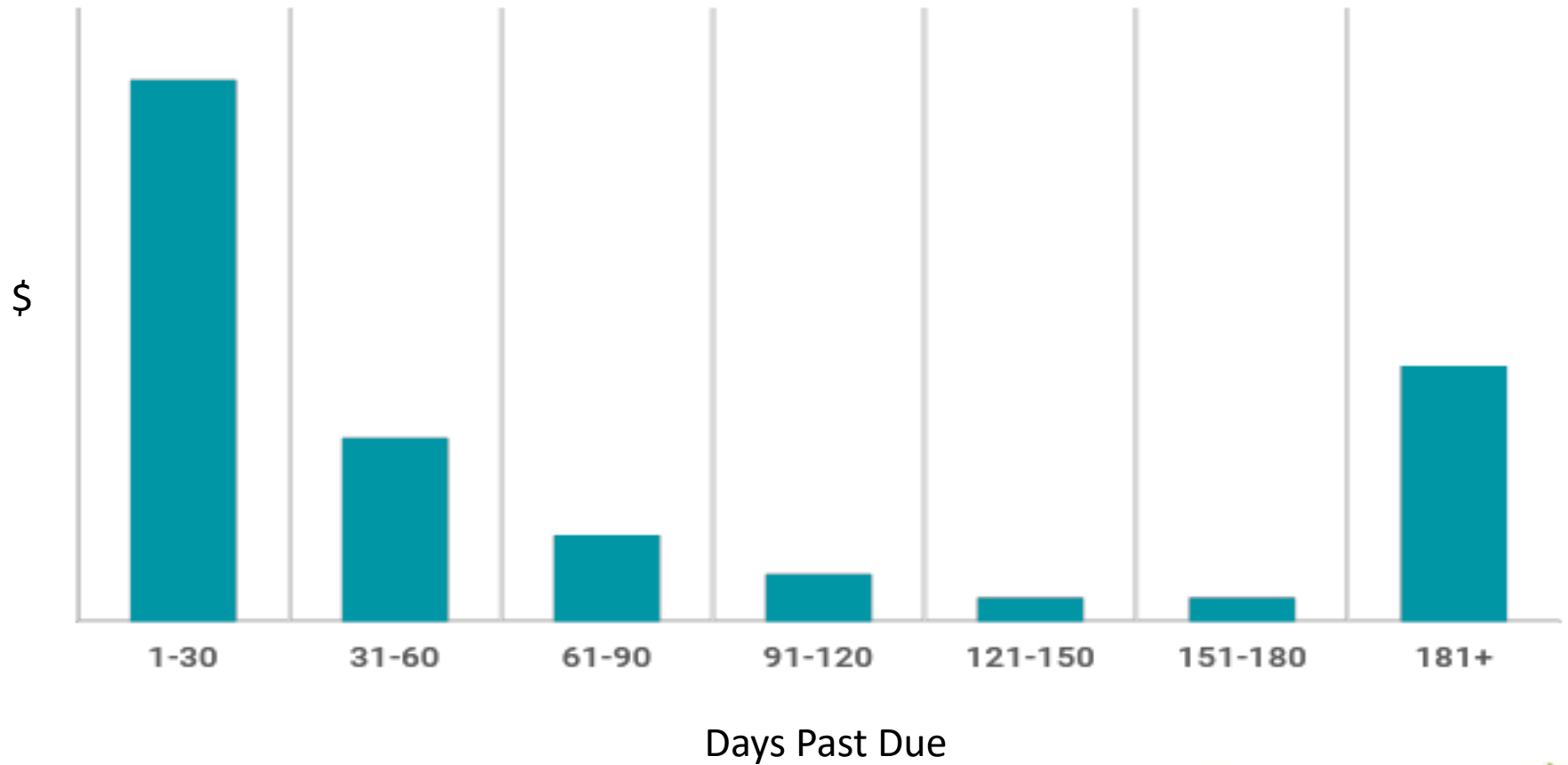
Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

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# ARREARS PROCESS

**Sample Utility Arrears - Days Past Due**



# CUSTOMER PROFILE

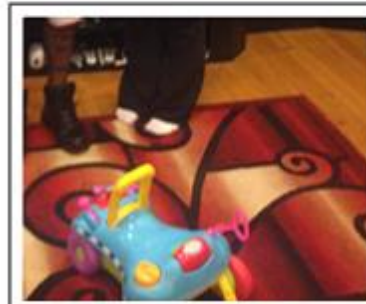


[Redacted Name]

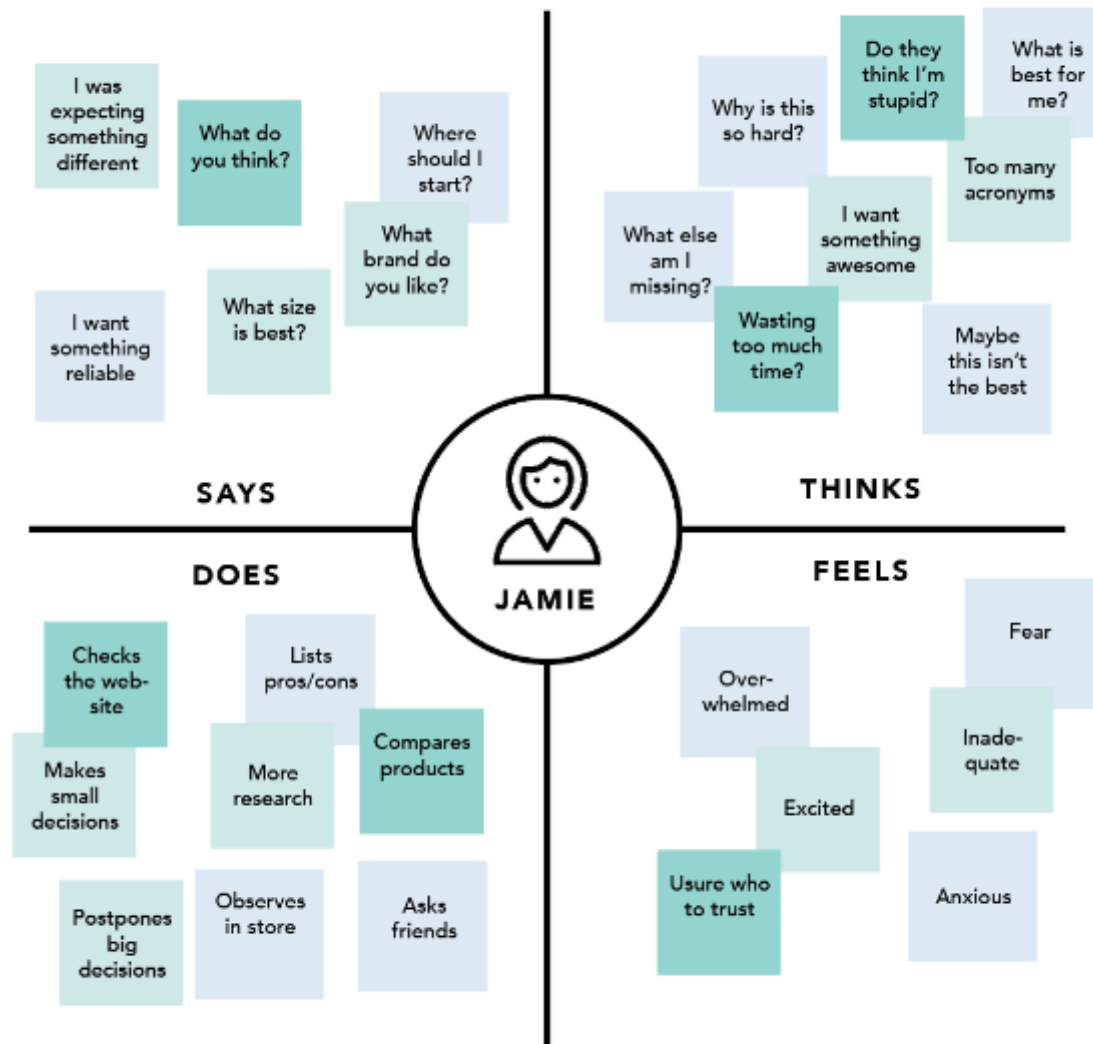
AGE: 31  
NEIGHBORHOOD: Auburn Gresham  
Has been living in Chicago all her life  
Section 8 Housing  
5 Children living at home. All under the age of 11.  
Works at a fastfood restaurant

[Redacted Name]

AGE: 31  
NEIGHBORHOOD: Auburn Gresham  
Worked at [Redacted] for 10 years, currently unemployed  
Lived in Wisconsin and Indiana  
His father helped him find the neighborhood



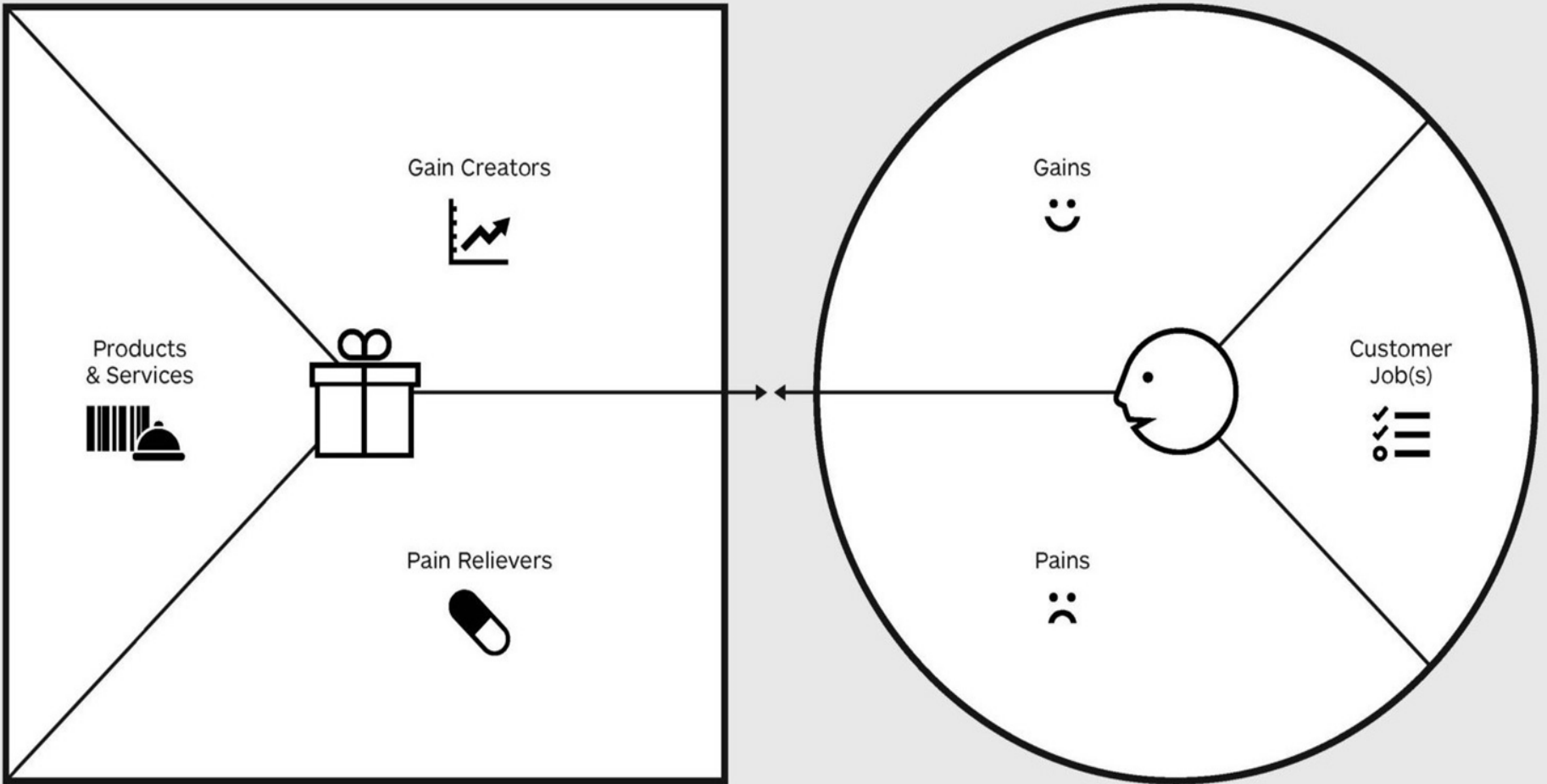
# EMPATHY MAP Example (Buying a TV)



# EXPERIENCE MAP *Example (Pregnancy)*

TRIMESTER	1ST	2ND	3RD
<b>ANXIETY LEVELS + COMMON TESTS</b>	Positive Pregnancy Tests  Urine analysis  Maternal Serum Chorionic Villus Sampling	Fetal Development and Gender Determination  Fetal Heartbeat Monitoring  Alpha-fetoprotein screening, hCG, estriol, inhibin  Glucose Tolerance Tests	3D Ultrasound    Fetal Non-Stress Tests
<b>SHARING</b>	Partner Close Friends/Family	Other Friends/Work	Obvious in Public
<b>PLANNING</b>	Name Generation	Maternity Leave Plans Nursery and Supplies Prep	Birthing Classes Baby Shower + Hospital Bag
<b>PHYSICAL EXPERIENCE</b> Energy ..... Weight ——— Discomfort - - -			





# CUSTOMER JOURNEY MAP *Example (Switching Mobile Plans)*

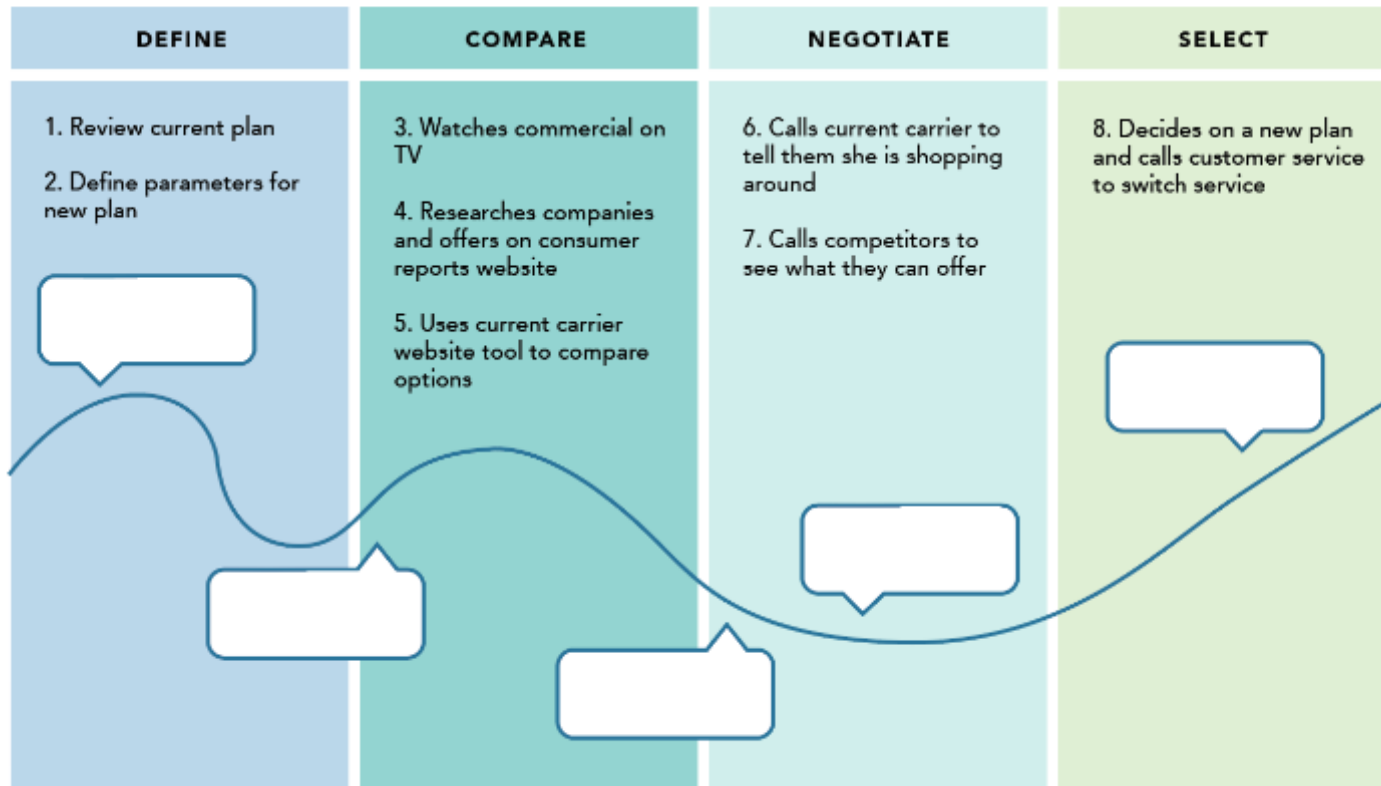


## JAMIE

Scenario: Jamie needs to switch her current mobile plan. She wants a plan that can save her money without having to sacrifice usage limits.

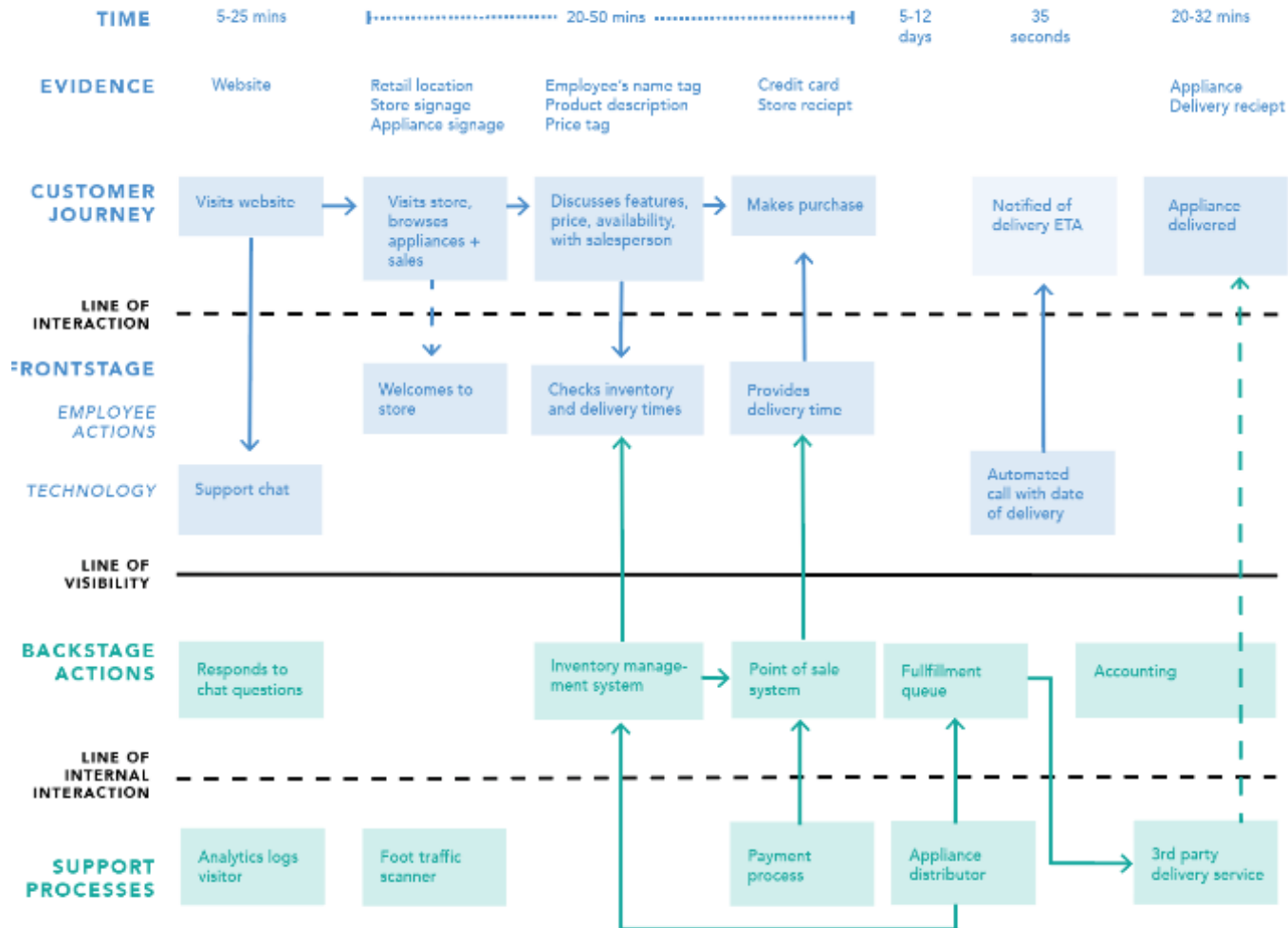
## EXPECTATIONS

- Clear online information
- Ability to compare plan breakdowns
- Friendly and helpful customer support



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# SERVICE BLUEPRINT *Example (Appliance Retailer)*



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Good Design Can  
Make All the  
Difference

Questions?



Source: Jeff Wysaski from  
<https://www.lucidpress.com/blog/11-hilarious-examples-of-bad-design>



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